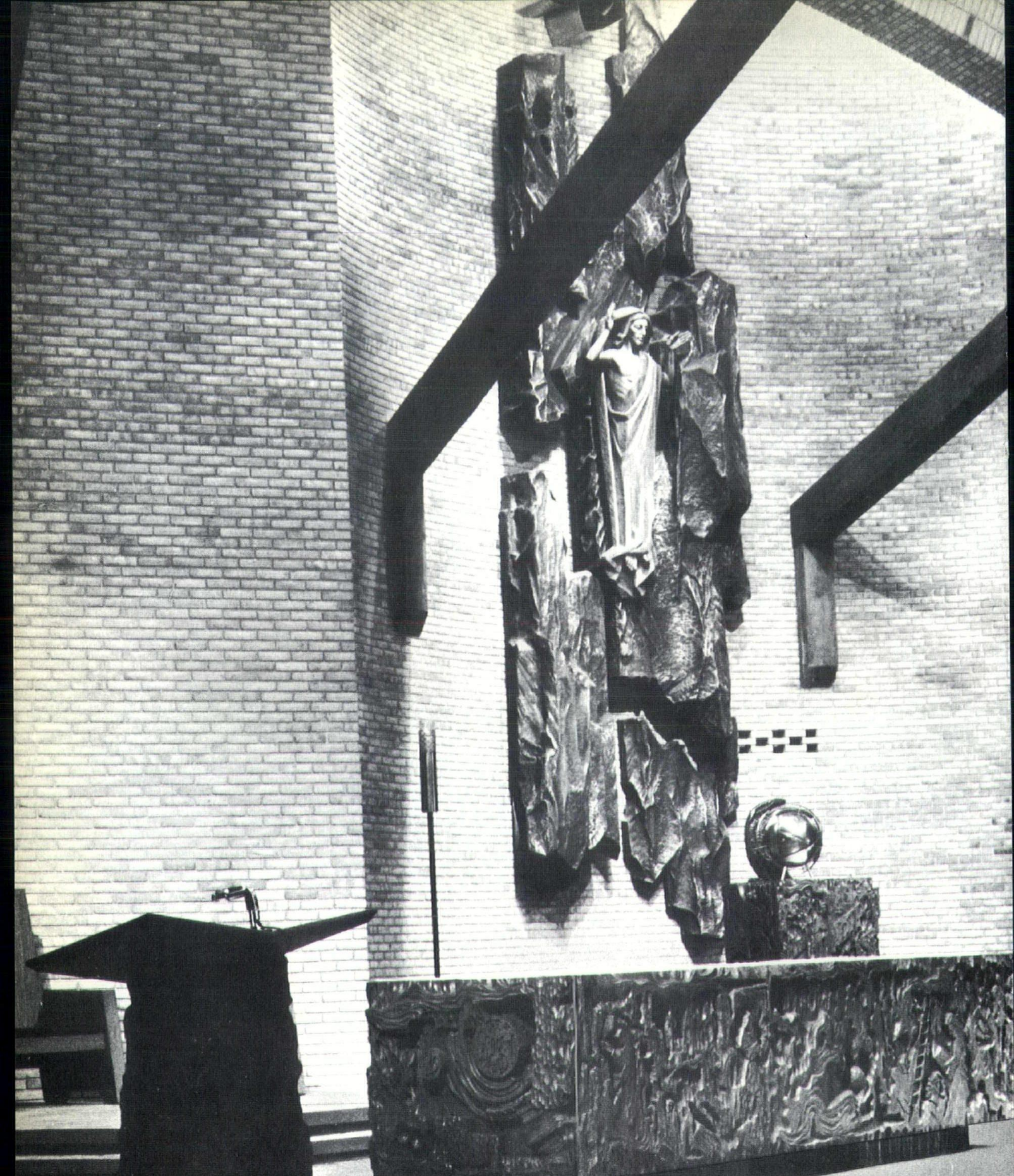




wisconsin architect june 71



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(Now the outdoors look is in.)

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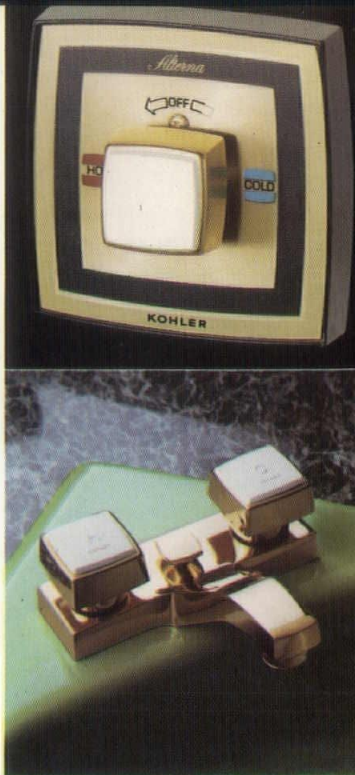
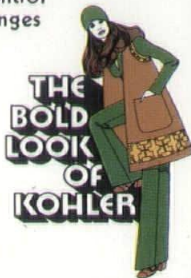
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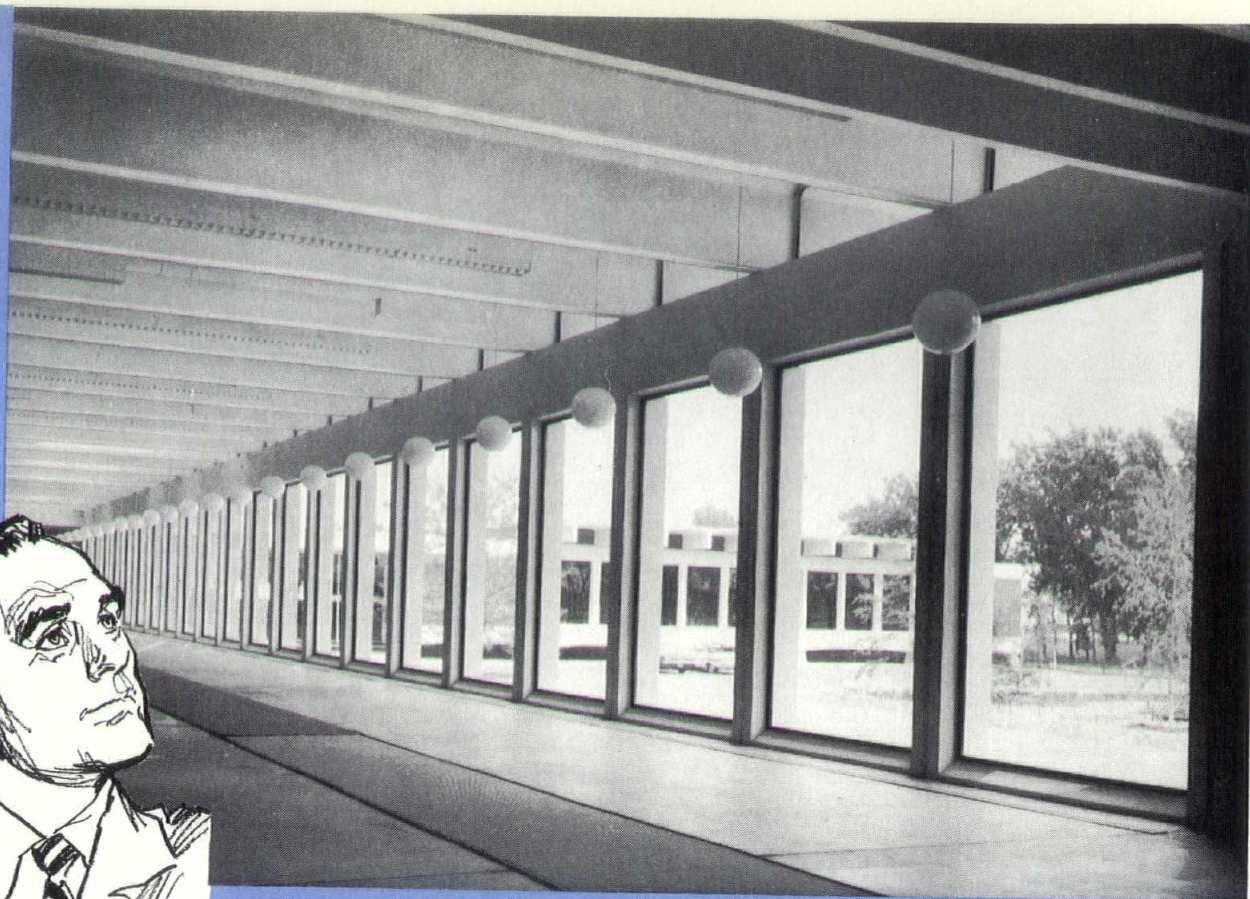
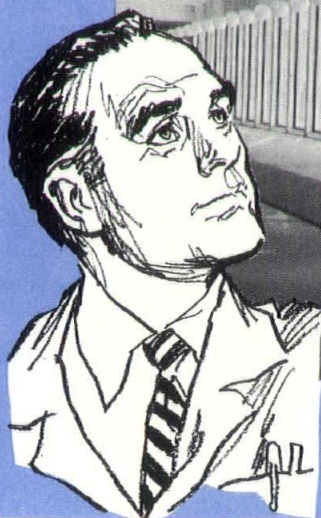
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wisconsin architect



Volume 42, No. 6

June, 1971

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Controlled Circulation

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Comments & Reflections

It has been nearly three weeks since I attended the A.I.A. annual convention. What happened there has had a real effect on my daily thinking. I am sure that I am not alone among those who attended in that many of us are now concerned about thinking about thinking. This state of concern and inquiry was heightened by the unique and long probing mind of Dr. R. Buckminster Fuller, whose rare ability to see relationships plus his driving compassion for sharing his thinking with others, makes him not only a genius of our time but a rare human being.

The Wisconsin Chapter, A.I.A., is to be congratulated for bringing Dr. Fuller to the convention and for creating such provocative sessions of inquiry. Hopefully other chapters of the A.I.A. across the country will follow this excellent example of purposeful intent rather than the usual convention with its atmosphere of fun and games. What should be more enjoyable and exciting than professional men convening to use their minds to solve today's oppressive problems?

Thank you for stimulating me. As a token gesture I enclose a check for \$25.00 which you may apply to next year's convention.

Sincerely,
Franklin Boggs, Artist-in-Residence
Beloit College

"Speaking as a 'dues paying' Corporate member of the A.I.A., I wish to convey to the Chapter my thoughts and observations apropos to the conduct of the just concluded convention in Milwaukee. . . ."

"Pre-Convention literature mailed to all members — though artistically? prepared — left much to be desired as regards 'readability' and easy comprehension of content. Even the scale of the pre-registration form was so reduced in size of print that one had difficulty reading same and trying to follow instructions for pre-registering. Again, the 1971 Convention Schedule prepared under date of April 22, listed hours in military style — certainly not familiar and easily translatable by our wives. Why create these obstacles and friction?" . . .

"As an 'Environmental Experience' — that it was! The Noise Pollution that occurred disguised as being 'light and motion in symphonic harmony' might well have been appreciated had we been a block or so away. The so-called 'Event' almost defies description! Perhaps the most commendable aspect was the foresight of the Convention Committee to have the Buffet Dinner follow — rather than precede — as the audience might well have been pretty sparse to witness the revolting exhibition by the 22 young people involved. . . ."

"Furthermore, we were told that we were 'jealous' of the way these people were dressed and groomed, and we should 'take off our ties, relax, sit on the floor, and join in the 'happening.' Quite to the contrary, we were far from jealous and certainly harbor no desire to stoop to their level of dress and grooming — or lack thereof! . . ."

"Yes, the message should be clear — we thoroughly resented $\frac{2}{3}$ of the \$6.00 fee being paid by the A.I.A. to these young people for our assumed entertainment and enjoyment to 'prepare' us for the next two days of the convention.

"My next and only appearance at the convention was to participate in the Business session on Friday morning — regardless of how much we had looked forward to hearing the words of wisdom anticipated from R. Buckminster Fuller."

Most sincerely yours,
Howard W. Phillips, A.I.A.

Just a note to tell you what a swell job I thought you did and to tell you how much I enjoyed the opportunity to participate, to the small degree I was able, in your convention "Scenario." That was the fourth occasion for me to hear Fuller and I guess as he left I felt like the young man who with each of his birthdays was surprised to see how much smarter his dad had become.

I suppose that when such an emotional and intellectual bomb as Fuller goes off, one must wait patiently for the aftershock. Nevertheless I found myself completely frustrated by the even of last night (Thursday evening general caucus meeting). I was able to follow and sympathize with the deliberations back and forth concerning location of the next convention, role of convention committee, etc., etc. Yet, I didn't feel the size of that problem in any way related to the magnitude of the challenge Fuller had presented to us — to stack out a claim on the environment of all those 66 million kids in "wombland" and to stop luxuriating in that state of "permissive ignorance" alluded to throughout his talks.

I anxiously arrived last night riding on the crest of a wave that was perhaps too personal, but fully expected everyone to be fired up and wanting to discuss such possibilities as:

The A.I.A. stand on licensing procedures (this was straight forwardly put to us by Fuller).

The A.I.A. subsidizing research in genetics.

The A.I.A. stumping for School Board Candidates.

The A.I.A. even backing one of its own for public office. (Certainly those qualities which currently persuade men in our profession to find their satisfaction in high Institute positions warrants them consideration as a candidate for Mayor, Governor or whatever.) This becomes all the more reasonable (or unreasonable) when I hear a semi-successful basketball coach becoming vice-president of an architectural firm.

I guess that it's naive to assume that a body of our peers would consider any actions beyond those necessary to keep its members happy. It's my impression that this is why the students are suspicious. They are naive. I can't blame them for some of the antagonism they show toward us, our work and our place in society. I'm sure you feel this way too, in a sense, or the Convention would not have been as successful as it was.

Yours truly,
Tom Briner

It's surprising that a convention of architects — like the state convention winding up in Milwaukee — isn't centered on the serious housing shortage in areas like Milwaukee. But, in a subtle way, that was the subject. They brought Buckminster Fuller here to shake the architects out of their complacency. If the complacency is shattered — if the egg is broken — we may

and some significant approaches to the housing problem.
And, it may be that our political leaders need a Bucky Fuller
for themselves. They need somebody to break their thought
pattern — the ones that say "if there is a housing problem, let
the other guy solve it. It's not my problem."

The housing problem belongs to all of us . . . architects,
politicians, citizens. We must solve it together. And, to do it,
we must shake our complacency.
Editorial Comment by Ed Hinshaw,
Broadcast by WTMJ on May 6, 1971.

Future convention committees should solicit and exhibit
hundreds of ideas for action — action by the A.I.A., government,
offices, individuals, by producers, by foundations. Can't we
architects, students, teachers, and concerned others make a more
vital, informative, productive, colorful marketplace of ideas than
the familiar marketplace of last year's products and designs?
Couldn't three days of immersion in ideas and proposals for
living in the world around us produce something more than a
handful of resolutions? Can't the more than 6,000 architect-
ours spent together be more productive? Need conventions be
diffusive?

In case I get accused of being only a complainer, I am
perfectly willing to work on next year's convention, if anyone
is willing to take a chance on me.

Wayne Attoe
Faculty, UWM School of Architecture.

I want to thank you and all those who worked with you to
help bring Bucky to us last week. The whole experience has in
some meaningful way changed my life and given me new
positive direction.

Thank you again,
Bill Rock, Landscape Architect
UWM School of Architecture

Being a new member of the A.I.A., I tremendously enjoyed
my first participation in a convention. Listening to Dr. Fuller
was a fantastic experience. He is a great man.

Very truly yours,
Stephen G. Sontag
Partner, Lawson, Findlay & Pawlowsky, Inc., Architects

"Your State Convention was terrific. I wish to congratulate
you for giving the Wisconsin Chapter, A.I.A., this new
leadership, as I know there are a great many architects not
satisfied with the progress architecture is making, and the
misdirected leadership from National Headquarters." . . .

"Dr. Fuller said that if we can create a new and humane
environment, it will be beautiful, and I say if we can relieve
the suffering of the people in the ghettos, this is love." . . .

"There are, of course, many approaches to solving our
problems, but we will have to bring together all the progressive
forces, and I believe your convention was the forerunner in this
great movement. . . ."

I wish to congratulate you for your work, and I hope we
can work together to achieve these ends.

Sincerely,
E. A. Jyring
Aguar, Jyring, Whiteman, Moser, Inc., Architects

You know what? You're great! . . . The fact that you took time
out of your hectic schedule (and I've seen you running)
to provide architects and us too, with one of the finest
speakers we have ever heard. May Bucky and Bill live forever!
Sincerely,

Lois Ehlert Reiss, Artist

The Poetry of Space (To Buckminster Fuller)
A poem is
the other way
(other than a system)
of embracing the apparent complexity of things.
A poem embraces,
a system replaces
nicely.
Buckminster Fuller speaks
to designers
about the regenerative quality of the universe:
the abruptly undesigned,
the unraveled, the unwound,
is gathering again
at a point called synergy.

Synergy is
not poetry
quite.
A poem is
the synergy of life plus consciousness.
A poem is
the synergy of man returning himself outward
in consciousness,
in interweave and in pattern,
in elaborateness,
in construction and reorganization.

A poem is
the glow about a synergy,
is the sphere,
is the egg,
is the patented geodesic.

A poem is
the geometric volume about a man,
is the extent of man,
is the environment of man
made conscious,
made human.

Jerry Palms, Student
UWM School of Architecture

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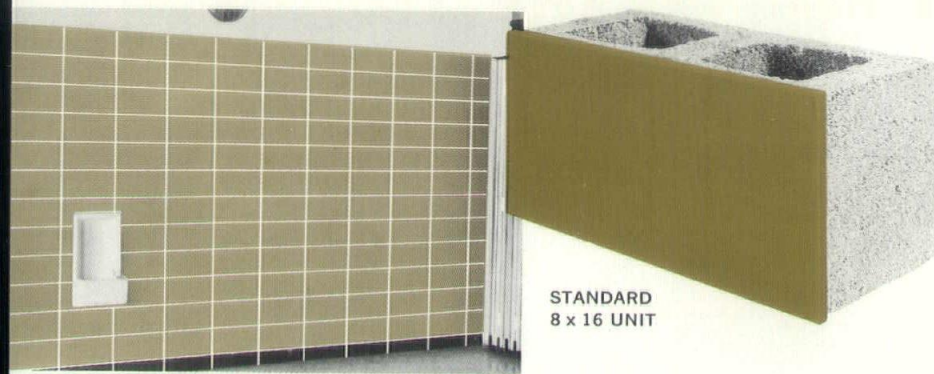
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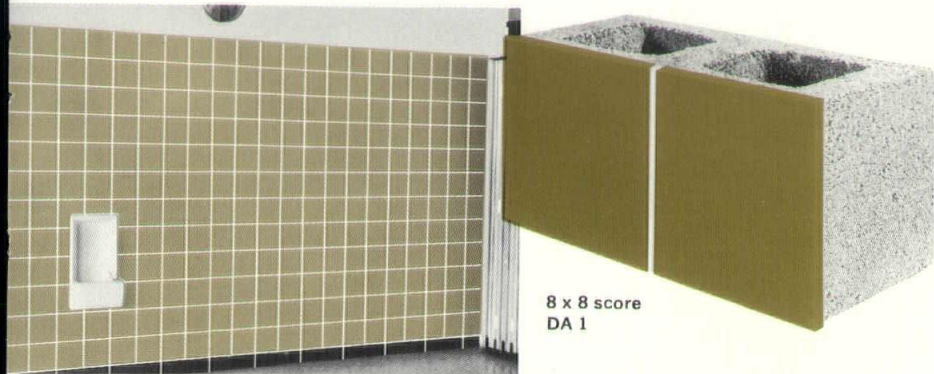


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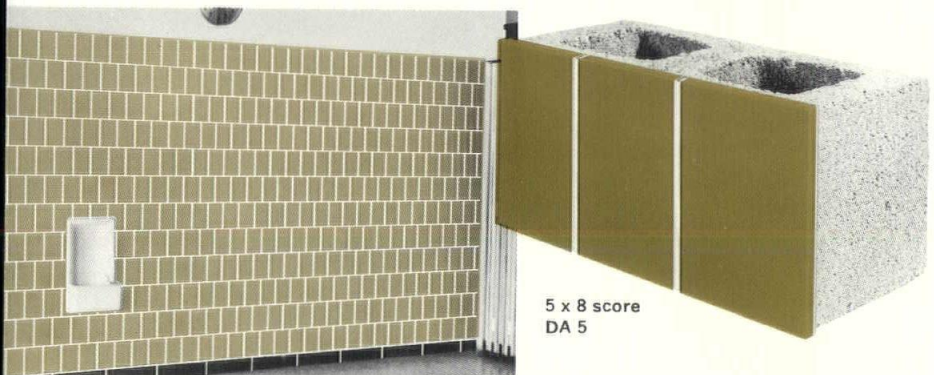
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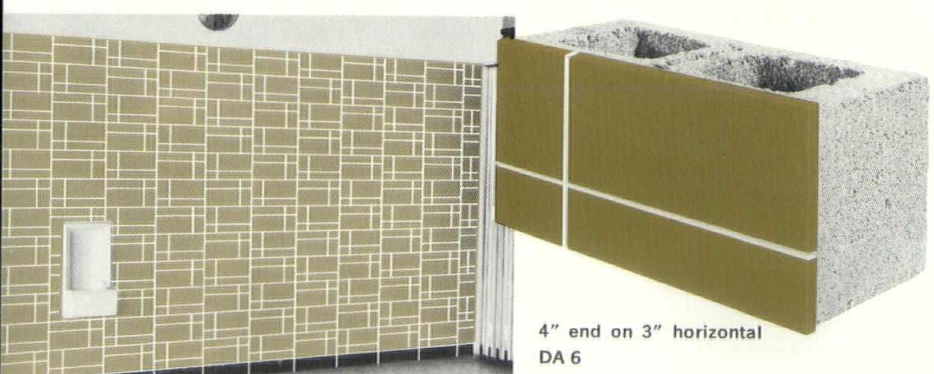
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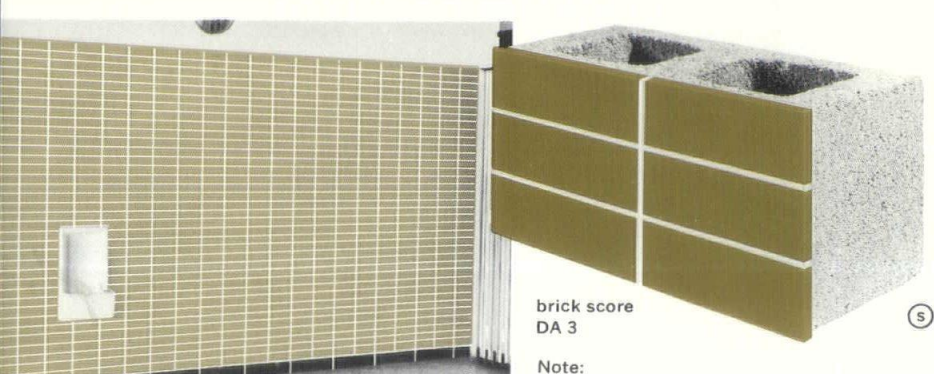
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DA 1



5 x 8 score
DA 5

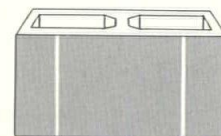


4" end on 3" horizontal
DA 6

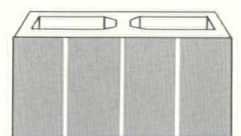


brick score
DA 3

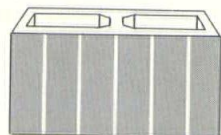
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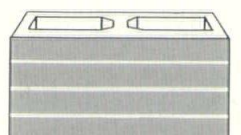
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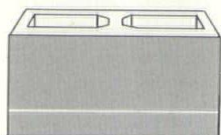
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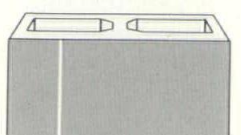
6 Brick Vertical Score



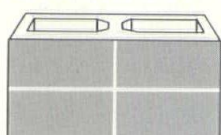
2 x 16 Horizontal Score



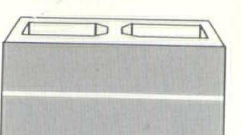
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4 x 8 Score



4 x 16 Score

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I've been a student of large patterns, particularly trying to understand evolution and what man's function in the universe might be and how he is developing to fulfill that function, looking at things in a very large way and making measured assessments of the data we do have and making curves of extension to make some prognostication.

Back in 1927 I came to the conclusion that between 1970 and possibly 1975 man was going to come to the most critical moment of man on the planet earth and that he would be in effect going through a transformation that would be as abrupt as children coming out of the womb of their mother to an entirely new phase of life, because they have been living in that womb under very different conditions and they come right alive.

I made an estimate that at the present time there are something like 66 million babies inside their mother's wombs—and that would be a fairly large population. They would be the tenth largest nation in the world, and we would just call them the moonlanders and so they have a regular way of life in there. Let's assume that there is such a phenomenal telepathy and they are talking to each other saying: "How are things over there with you, Joe. Things are great over here. I don't know what is going on, but we seem to be going through some kind of an earthquake."

Anyway, think of the fundamental abruptness of coming out of the womb and suddenly having to take in your own air, to be disconnected from the main supply and start being in your own. I'm trying to give you something in the way of sense of great change that does occur as part of our unknown phenomena, of fundamental change. I want you to think of an embryo chicken in its egg. The chicken is given all the nutrients necessary to develop and then suddenly there comes a moment when all the nutriment is used up and the chicken is developed enough now, so it is going after that nutriment, and there is nothing left, so it just inadvertently cracks the egg open looking for nutriment. Suddenly there is a chicken on its feet, and a new relationship to the universe. I think all of humanity is very much in that condition, that we have been in a womb of permissive ignorance. I don't think it is detrimental at all to the concept of humanity, it doesn't belittle the dignity of humanity to recognize that every child is born not only naked and absolutely helpless, though it has beautiful equipment, it has no experience and is completely uninformed. That is what we mean by ignorance. Life is born ignorant. To have such an invention in universe, the universe has to provide for the absolute ignorance and man is surrounded by all kinds of resources. He doesn't know what they are but as we learn more and more about how extraordinary they interact with us, we show this absolutely helpless naked organism to go ahead and develop itself against some probable function. Now I say some probable function because we find all the chemical elements complementing the other chemical elements one way or another in the universe. We find every organism complementing every other in one way or another. This is a very simple thing that we have learned in the 5½ million years that we have been on our planet. We know now that

we have been on board the planet for 5½ million years and we have learned that there is great interplay between the vegetation and all the mammals.

In order to have life — we need a regenerative system. That is what we mean by physical power of life that the regenerative system has to take on energy. We have learned that every energetic system gives off energy called entropy. In order to give off energy and yet regenerate we have little life with us and the little chicken is getting bigger. So, not only does the chicken have to have energy to offset the energy it gives off as processing, it has to have energy to locomote and to grow. Enormous amounts of energy are involved and our main supply is the sun.

It is the stars in general but the sun is the one nearest to us. That radiation then does make possible the regeneration of life on our planet. We have the vegetation impounding the sun for us and in order for the vegetation to be able to impound the sun it has to have roots so it will be water cooled, otherwise it would be completely dehydrated. So it gets into the ground and pulls water and all vegetation is sending water out into there and the vegetation impounds that radiation by photosynthesis, it must spread its leaves, must give the greatest possible exposure and converts the sun radiation by photosynthesis into beautiful molecular structures and then those molecular structures hydrocarbons are consumed by other creatures, by beetles and worms and ants and by many animals, then in converting the vegetation into their energy food for their regeneration we find two things go on in the chemical process of photosynthesis. The vegetation uses some chemical gasses and combines them with others and in doing so gives off gasses. Now if the vegetation were just there by itself with no mammals, in due course the vegetation would convert all of the atmosphere into the cast off gasses and all the mammals take on all the gasses given off by all the vegetation and convert them back in the gasses necessary to the vegetation so we have complete enterprise and a completely regenerative system will go on as long as life is on our planet.

The regenerative system then if it had been up to human beings to invent the oxygen for them to breathe man would die right away. He doesn't know anything about what is on board. And just gradually in the last couple of hundred years it is that a man says he can differentiate the airs, something that's called nothingness or the air. Something so fundamental as chemical elements in the gaseous form and one is combining with others to bring about combustion. That's just a couple of hundred years ago, not even that. They cut off his head for making that contribution. That is how logical man is so far.

Now thinking about this pink pattern, confronting you with the idea of a birth, that we are born in this absolutely ignorant way, in order for me to answer some kind of a question about doesn't man have a function, I certainly would point out to you that all our knowledge of complexes, behavior, chemical behavior of complexes are mechanical complexes, technical complexes. There is no complex in the universe that man knows of that is so complex as man

himself, short of the universe itself. Universe is the great comprehensive complex of fundamental principles. All the phenomena of the gravitation or the magnetics, all these fundamental behaviors, all this great chemistry, this is universe and they are a most extraordinary complex and all of it has apparently great integrity and interaction and is regenerative in itself. That man then is the most concentrated complex we know of in universe almost makes him seem to be a little universe and that there would be such extraordinary complex organism on board a tiny little planet in the universe makes you feel fairly safe to assume that this man must have some very important kind of a purpose. This old planet in a sense may be kind of an egg in itself.

You are familiar with some kinds of creatures that do have their eggs on the outside, as for instance the lobster has. He carries all his eggs on the outside and we may be that kind of an egg being hatched to really discover ourselves and begin to be able to articulate this in some significant way in the universe. It would take a very long time for us to come from being absolutely ignorant into really understanding the total and we would have to go through a very great many tests and problems in order to have self discovery, because there are no manuals given to us in relation to this extraordinary universe. When you buy a camera with fairly complex technology you have a very beautiful manual come along with it to tell you how to run it. Here we are in a very much more complex kind of technology than a camera and no instruction book and I would think that because I find the design of the universe so brilliant when you get into how we really design or how did I make my finger do this; do that with your finger, put up your finger for a minute, how do you do it? Can you tell me how you are doing it, have you any idea of the connections? None.

Each of our brains consist of over a quadrillion atoms in such superb coordination, we haven't the slightest idea of what goes on in all those atoms. So when I say move your finger you are able to do it just like that. It is fantastic that you can do it. When you get down to the superb technologies that we find designed into our universe then I must say it would have been very easy for the universe to have an instruction manual on board of our planet for us if it had been a good idea because you and I have for instance we say that is sweet or sour or we say that is red or green, we use the idea of a red light or green light, we say that is rough or that is smooth. Nature could have given us a beautiful set of guides if we wanted the ability to differentiate in that kind of manner — this is the way you go and this is the way you don't go. Nature could have gotten up a manual very easily. All those things are contradictory so quite clearly there is no manual. Therefore, I say that the design competence of the universe is in such a way that we have to discover ourselves. And I think that is the kind of thing that is going on with man on this universe and I think this crossbreeding world man on this particular planet is a very propitious kind of an area for the kind of breakthroughs to go on; a man suddenly beginning to realize what he is going through, begin to really acknowledge how little we really know.

I think the meeting last night (celebration) was very good. I'm sure a great many were shocked and I think that is what nature wanted to do, there are young people shocking you right now and you need to be shocked to the point where you have to break that egg shell. You are going to come out of that egg shell to a sense of responsibility to the universe for

the first time, not just being taken care of. We have been very propitiously taken care of. I want to just sort of reveal with you the way I reveal with myself, I get myself thinking as effectively as I know how, because I made up my mind back in 1927 we are really going to have to think; we really have to use our own heads, instead of paying attention to what we have been told we ought to think, we must go on the data of our experience. What do you know by experience? And what do you think about it, and what can you see as the significance? So the kind of ways I am talking to you I've been talking to myself for quite a long time and then seeing what I ought to do about being able to make adequate answers in the terms of experience.

In case any of you feel that I am being extravagant in talking about how very ignorant we all are I want you to give yourself a test right now. And this test that I give you is fairly revealing. I want to know is there anybody in this room that does not use the words up and down. If so, raise your hand. Everybody in this room uses the words up and down. I have never had an audience yet where any hands were shown when I asked that question. Now you say why of course we use the words up and down. We have to use them all the time, very logical. So where do the words come from? Average man up to my generation has seen very little of this earth, average man in my father's generation, about 39,000 miles was the total lifetime sweep out of a human being and he did it to and fro locally. He didn't have ways of going away from where he was. He was in the place where it was propitious to live and he couldn't get very far away from it. So average man up to now sees less in his total lifetime than a millionth of the surface of our globe. That is a very small amount. Therefore, it is very easy for him to develop misapprehension of the circumstances. He doesn't for millions of years know it's a globe, no way to know he's on the globe and when you get to where there are no mountains or trees in the way it goes on great plains to infinity in any direction you look. If we were living on the plains and it does go to infinity with some mountains and valleys from time to time but primarily plains then as you know in your geometry all the perpendiculars to the same plane must be parallel to one another. All right if all these perpendiculars are parallel to one another they are going two directions, up and down. That is where the words came from, to accommodate man's thinking that earth is flat and going to infinity. This minute you recognize you are on a sphere you know that none of the perpendiculars are parallel to one another so the minute you get any distance away from the other man your perpendicular is very different from his and if you go half way around the world which is as far as you can go from the other man, then your perpendicular is going for the moment opposite from his and you can get into a little confusion about that so we do talk about the people on the upside down side of the world, etc.

When sea captains sailed around the earth they sailed so relatively slowly they didn't get into sort of quarrel between their theory and their feeling but when the airplane powers began to fly around the world so rapidly in a couple of days, they were 180 degrees from where they left, they said I don't feel upside down and they had to have a better word for their experience so the aviators said you come in from a landing and you go out. Those are the proper words. You go in to various objects on our universe, celestial universe and you go out from them. You go into the moon and you go into Mars and you go into the earth. It is very interesting to discover

that in and out are not exactly opposite words at all. The ins are always specific and the out is general. Any direction is out. Ins are always a very specific direction and out is any direction. You do know you are on a planet. I go around it three or four times a year and I go in all different directions and am absolutely confident I am on a planet. I am beginning to feel it as a sphere, I'm beginning to literally see it, though it is fantastically large, I'm really beginning to feel it spherically, but it takes a whole lot of going around to do that. Now we just know this theoretically, it doesn't make any difference at all. The point is that I was asked to give the quarterly address to the Massachusetts Institute of Technology Faculty Club so I had a large party of scientists there and I asked if there were any in the room who could say that I was wrong when I said that all scientists see the sun going down in the evening; no, there was no contradiction, all scientists see the sun going down and rising in the morning. They have known for 500 years that it isn't and they haven't done anything about getting their senses in gear with their knowledge. Just think what I am really saying here. So you are not just behind the times in saying up and down.

The point is if you would really be interested in what I am saying you would start saying "I am going upstairs and I am going downstairs." After you said it for a week or so you would say, "You know, I am living on a planet, that is why I am saying that, it's really beginning to feel like something." It would be the first time you would really have your senses geared with your knowledge. Now the fact that we have all kinds of theoretical knowledge such as that we are living on a planet, I find that if it is not geared in with our senses the way we act whenever there is an emergency we always act in terms of our senses. This is why great panics go on, that is why extraordinary things do take over, we go back to the lowest behaviors, stampeding, and we have always been very critical as long as we are not gearing our senses into the information we really are gaining, so in fair times using that theoretical information we make some fantastic breakthroughs and we demonstrate great accomplishments, there is no question about the demonstrations or the greatness of the demonstration of man's getting to the moon.

Man has horizontal automobiles, and so man doesn't feel in peril when it is horizontal, when it gets vertical he begins to feel as a child who experiences gravity all the time even when the parents are around, the one thing that surrounds him all the time is gravity. He finds himself sitting down, tries to climb on something and falls into the earth, so he is very aware of that gravity and nothing stimulates his imagination of what can happen quite as well as gravity. Automobiles are moving horizontally and gravitation if a tire blows out, the worst thing they can do is drop a couple of inches, so he doesn't feel that is very perilous. So he doesn't do things very logically and we have this horrible business of man killing themselves with automobiles at a greater rate. In the United States the annual killing being greater than all the wars in history, so that we are not very brilliant in our design or way of carrying on with that automobile yet. As man began to fly then he began to feel that gravitation and he was much more careful, so while we have lost people in the development of aviation our air transport is very very safe, it is so well done, that the insurance companies are always trying to sell you insurance at every airport it is lined with insurance machines because they want to get you to bet you're going to die and they can bet you are not going to die because

the airplanes are so well done. People are really getting from here to there without being lost in that kind of a manner. That is by far the safest way to go from here to there by air because we have put some care into it and the quality of engineering that has gone into the airplane is just phenomenal and even in to its conduct. But then we get to the airport and get into the traffic of the people and can see all the nonsense going on again. Now when we get really vertical and with a rocket you had to go vertically the airplane could climb this way, but completely vertical, no wings, nothing to really stop you, you are in the greatest possible peril. When man really undertook to go to the moon, that is going to space at all, I'll just take the actual undertaking of going to the moon, putting down all the things, it seems so absolutely impossible a task and yet it was theoretically possible so it was such a complete venture and it was fundamentally supported by the fact that man's fundamental fear of gravity made him really behave and every man making every part in any shop for the people going into the air really put everything they had into it.

I'm going to give you something—I'm a pilot and have been a pilot since World War I. If you ever go out and take yourself a course in flying you find that your human being who is your flying instructor is qualified by other people testing him as instructor, and you find that human being there is no time there is any human being more thoughtful towards another human being than an air pilot teaching another man to fly. He just wouldn't tell him to do something that the other man's going to be lost for anything in the world. It is very moving to see some of the young kids who are instructors who you don't feel are very responsible in other ways who are truly beautiful as an instructor and their concern, their thought of the full consequences of knowing this boy within a split second is in trouble and he couldn't get out of it. So the airplane mechanic, airplanes have to be overhauled, the engines overhauled, the planes overhauled actually periodically or they are not allowed to take off from the airport and the inspection about this is very thorough. A mechanic working on an airplane engine and it goes into the engine log, and he's got to write it out intelligently what he did do. When he certifies that he has done that to that airplane engine he is just as reliable as the greatest surgeon in history. He wouldn't certify something that he hadn't done to that engine, he would never be able to sleep thinking that people going to fly thinking that engine was reliable and was not. He couldn't do it. So I find here is the instructor and the airplane mechanic, the day's work is over and they go out and meet each other and they say "Will you take me downtown, Joe" and they get in the car together and they stop downtown and somebody gets in their way, crosses and he calls them a son-of-a-bitch and of course we can say that isn't a son of a dog at all, it's sort of an inaccurate kind of a statement. This man becomes completely unreliable on the ground there is no doubt about it, so they get out of the car and get on their feet, go to the local bar and they become completely unreliable. Anything goes.

So I find the greater the velocity and the more vertical the better man behaves. Now under those circumstances when man came to trying out this impossible task of shooting man to the moon and we did have the actual knowledge the theoretical knowledge and much of the technical knowledge is known, at least we know which direction we have to look and what sort of exploration had to be made to have the right
(Continued on page 18)

An Authentic Experience

*Photos with the text of Dr. Fuller by Tom Hall,
Faculty member of the Layton School of Art and Design.*

The 1971 Wisconsin Chapter, AIA, convention, recently held at the Expo Center in Milwaukee, will long be remembered by the over one thousand registrants who came to participate in the search for "creating the human environment."

Several things happened that make this convention a milestone in the history of AIA conventions in this State.

The convention committee under the chairmanship of Bill Wenzler and with the approval of the President of the Chapter, Nathaniel Sample and the members of the Executive Committee, courageously broke out of the mould of established and traditional convention formats with their formal programs, speeches, and entertainment. Instead, the committee conceived of the theme "Creating the Human Environment" — a topic of concern for everybody and decided to search for one single resource person that could spark meaningful discourse on the subject.

Instead of the traditional "architects talk to architects about their immediate concerns only," the committee wanted to open this convention to everybody who cared to participate, old, young, architects, faculty, students and the citizens of this community.

This approach was experimental for certain, but the response of the community as a whole has proven that people are interested in what architects have to say about our environment and that they are willing to participate in the search for an answer of what it is that makes an environment human.

The convention committee and all of us have been fortunate that Mike Meyer, because of the concept and the experimental nature of this convention, persuaded the celebrated Dr. R. Buckminster Fuller to come to Milwaukee and be that resource person we needed.

Never in the history of this Chapter's conventions can I recall an event of such depth, intellectual stimulation and emotional response. Dr. Fuller, this unique and exceptional human being, brought to us the most significant thinking of our time — his concept of evolution, his perspective of life, life on earth, earth and the universum and man himself in that vast concept. Listening to Dr. Fuller was an authentic experience that will have lasting effect on all who came to listen.

Most of the success of this convention is unquestionably the credit of Dr. Fuller, so also is the extensive news coverage of the event and the full cooperation of all media. But, I believe also, that the fact that the architects ventured beyond their immediate concerns to address themselves to the larger problem, inviting everybody's participation, essentially contributed to the momentum this convention produced for the entire community.

The informality of program and atmosphere at the convention was especially stressed at the Tuesday evening "Celebration," a spontaneous event presented by a group of high school students under the guidance of Quinton Baker, Director of the Inner City Arts Council. The evening started with a beautiful light-motion show, synchronized with live music, that transformed the rather stark, factory-like environment of Expo Hall. This set the mood for the

students to involve the audience in satirical comments about the ironies of our time and actions, the dreadful war, the viciousness of racism, man's inhumanity to man, our contentment to be "boxed-in," our reluctance to shake our complacency, our willingness to settle for superficiality. This event generated its own dynamics and the audience surprised the "children" with its willingness to respond, turning the evening into a true celebration for the young and not so young.

Most of those who attended the Tuesday evening celebration including Dr. and Mrs. Fuller, were moved, some were shocked mildly, some were really shocked and found themselves insulted.

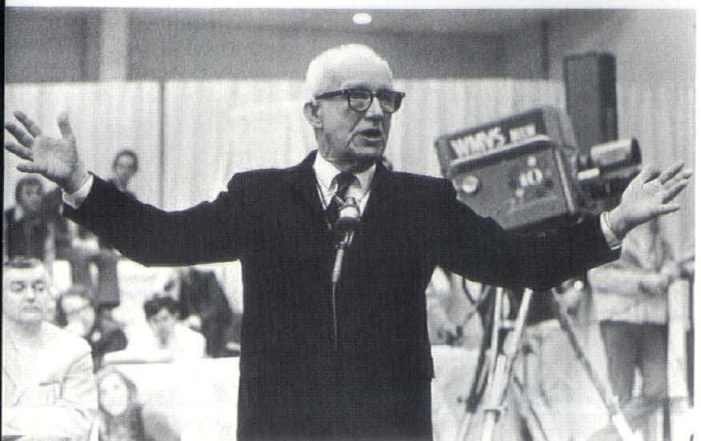
To the small minority who objected, Dr. Fuller's reaction may be valuable: "I'm sure some were shocked last night, and I think that is what nature wanted to do. There are young people shocking you right now and you need to be shocked to the point where you have to break out of that egg shell. You are going to come out of that egg shell to a sense of responsibility to the universe for the first time."

When Dr. Fuller arrived in Milwaukee, he said: "Personally, I feel this meeting as far as time goes, as history goes, and its location, my intuition tells me, it really could be a very important, possibly a kind of turning point meeting."

He challenged the architects to become the comprehensivists of our society, called upon them for the creation of "livingry" instead of "weaponry." This challenge will have the net effect of changing the very lives of us all, the profession and certainly the training and registering of professionals in the field of architecture. It is this that the architects must address themselves to with all their strength, their energy, enthusiasm and most of all their integrity.

Exhilarated with the hope that Fuller left them with, participants in the convention, architects, faculty, artists, students and citizens met in an open caucus on Thursday evening. The result of animated discussion were several resolutions that Bill Wenzler presented to the membership meeting of the Wisconsin Chapter, AIA, on Friday morning. All but one proposal were adopted. Small progress as these resolutions may seem in comparison to the magnitude of the challenge, they hopefully will be the seed to implement the charges Dr. Fuller left us with.

The convention Committee work produced an enthusiasm that was contagious. As a member of this group, a warm and heartfelt thank-you to Bill Wenzler for his dedication and tireless leadership, to Mike Meyer for all the complicated arrangements to get "Bucky" here, to Dick Blake for volunteering himself to bind a million loose ends together, to Brian Spencer and George Wilkinson for all the necessary equipment, printing work, the "Bucky" poster, to Don Glickman for the design of the "Bucky" button, to Alan Carlson for never flinching about the risks, to Jan Johnson for arranging for all the food and drink and to Quinton Baker for the "Celebration" and all the others, Larry Litzau, Bob Beckley, Bob Klau, Dick Williams, Bernard Kubisiak, Christine Jenk and Don Olson, who made the convention the beautiful experience it became. E. B.



Convention Candids

Photos by James Pearson

a) *Dr. Buckminster Fuller at the 1971 A.I.A. State Convention at Expo-Center, Milwaukee . . .*

b) *his audience was fascinated into total attention . . .*

c) *he stimulated intellectually and moved them emotionally . . .*

d) *Alan J. Carlson, Executive Director of the Wisconsin Chapter, A.I.A., weathered his first convention well and still had a friendly smile on Friday morning shortly before the best attended Awards Luncheon in the history of this Chapter*



a)



b)



c)



d)

- e) The light-motion show at the Tuesday evening celebration . . .
- f) Dr. Fuller awaiting questions from a morning discussion session . . .



- f) synchronized with live-music . . .
- h) satirical observations about our time . . .



f)



h)

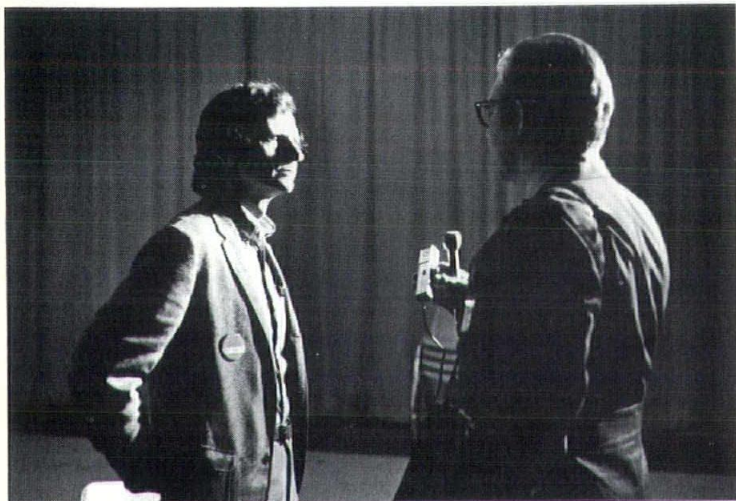
i) some were shocked, most responded and Dr. and Mrs. Fuller thoroughly enjoyed the "happening."

k) Bill Wenzler, chairman of the Convention in conversation with Ed Hinshaw of WTMJ.

m) Mrs. Maynard Meyer (Dede) was host to Mrs. Fuller who enjoyed touring Milwaukee and loved our lakeshore.



i)



k)



m)

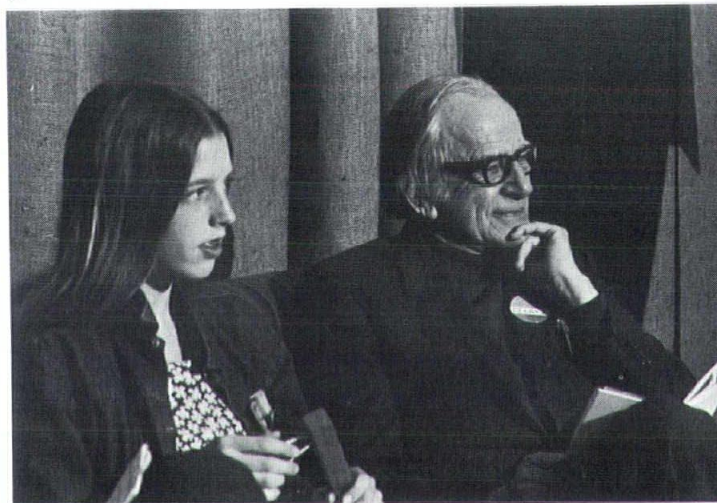
j) Dr. Fuller at the press conference preceding the Tuesday evening celebration.

l) Willis Leenhouts with a young participant . . .

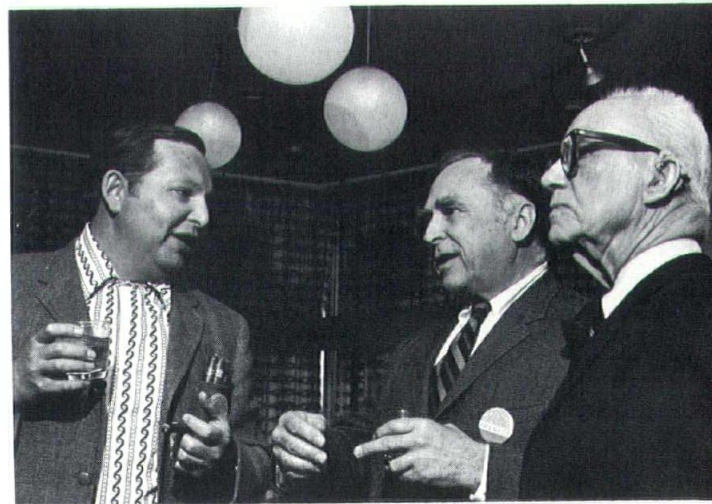
n) Sheldon Segel and Mike Meyer with "Bucky" . . .



j)



l)



n)

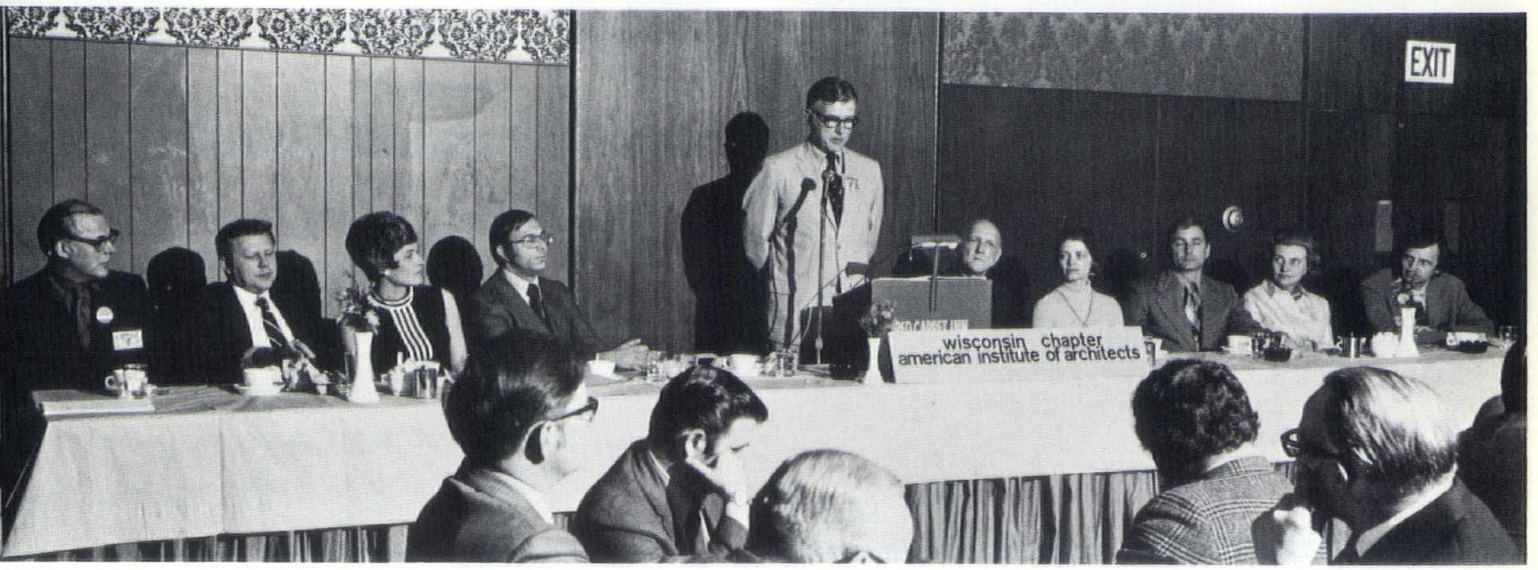
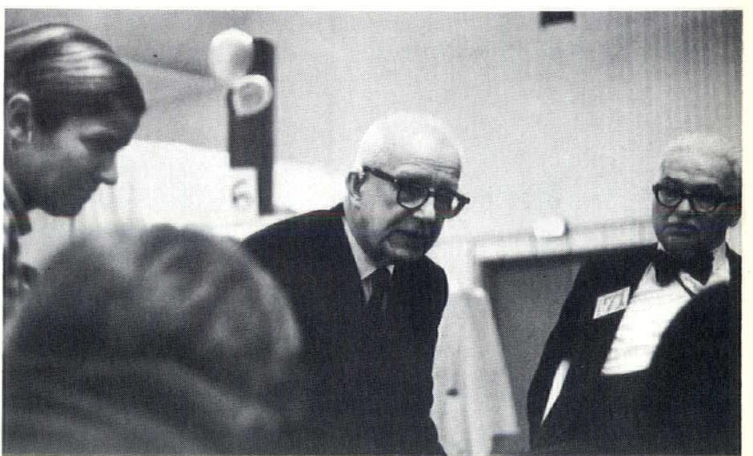
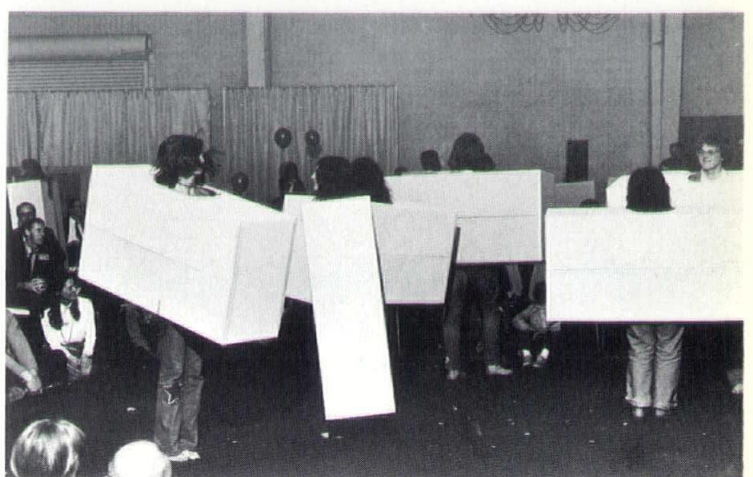
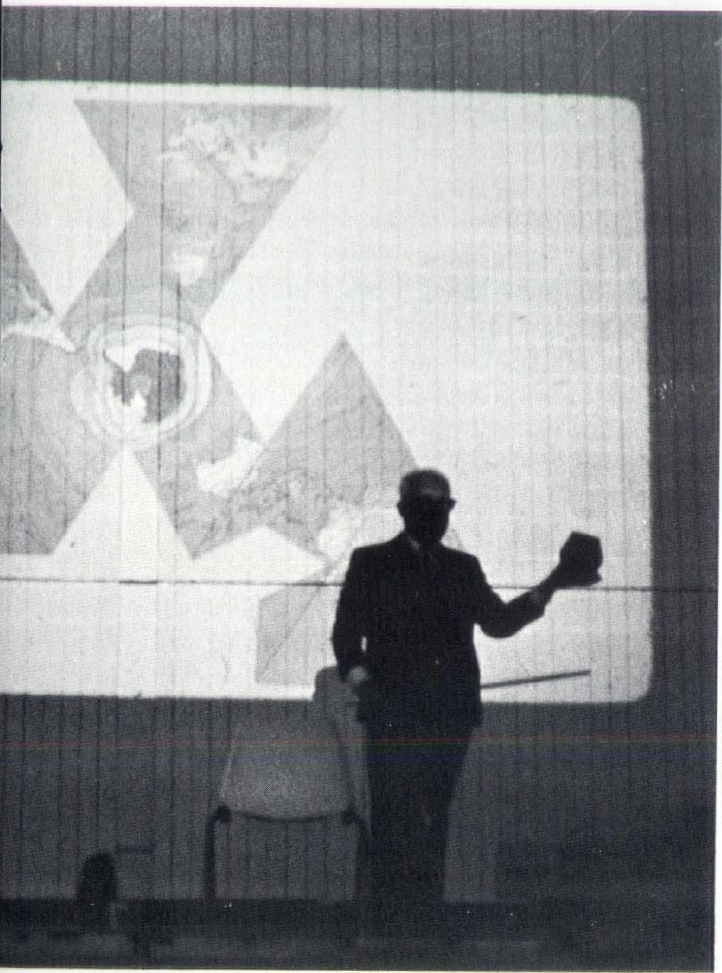
o) Dr. Fuller with his Equal Area Map, the Dymaxion Sky-Ocean World . . .

r) l. to r. Leonard Reinke, hardworking chairman of this year's Honor Awards Program, Paul Brown, Director of the Bureau of Facilities Management, Mrs. Hipp, Gary Zimmerman, a surprisingly witty toastmaster, Nathaniel Sample, President of the Wisconsin Chapter, A.I.A., Al Buechner, Administrator of the School Facility Section of

the Wisconsin Department of Public Instruction and recipient of a Citation, Dolores Wenzler, John Hipp, Deputy Director of the Bureau of Facilities Management, Mrs. Reinke and Bill Wenzler, chairman of this year's Convention.

p) twenty-two high school students, "boxed-in" amuse the audience . . .

q) the young and not so young got his undivided attention . . .



(Continued from page 11)

alloys you might need. Many of you in this room are architects and you are very used to critical path diagrams where you say this thing has to be done first and then this one starts in and this one couldn't be done until that one has been done and then put down how long each one is going to take and have overlapping set of events in the critical path. The critical path charting for the moon shoot had over ten million things that had to be done and it couldn't possibly been undertaken without the computer. I have been down to Cape Kennedy, etc., and really studied that original critical path. The number of tasks that humanity really has to undertake where everyone has the kind of reliability of that airplane mechanic on his engine. I have talked to many in the National Association of Machinists who are airspace workers and what they did with their work is just fantastic in their care. So ten million things had to be done. We talk about count-down for blasting off for the moon. It wasn't from ten to one. 10-9-8 bang. It was ten million to one and everyone had to be perfectly accomplished and it was done in such a way it was fail-safe.

Now miles covered, I said average man up to my father covering 39,000 miles in his lifetime and average man dying around 27 years of age because things went so badly. Things were moving a little faster in that time and when I was born expectancy had gone up to 42. At the present time, if you are born now, your average man will live until he is 68 years of age. They have eliminated quite a number of errors and quite a lot of inadequacy of knowledge and we are getting some critical paths working for more lives and in this pattern of critical paths and relative integrity going into a job this airplane transport pilot is covering great many millions of miles, so is the air stewardess. I said my father covered 39,000 miles in his lifetime and I have already traveled 4 million and I am typical of about 20 million people on earth who have now done over 4 million miles. In talking about total lifetime.

When man the first time began to go around the earth and had some duration in the rockets when they stayed there for a week, in one week those aviators covered 3 million miles. The Russians have had one loss, one death and men in rocketry have now made millions of miles and it is beginning to be the kind of readability of the total miles they have done in all of humanity in all the time we have been on board our planet, with only a few men in space have made all those miles with only one death and in American activities are none. That we could get to the moon without a single loss shows what man can do when man really goes with the theory. Now one of the good things about the space job is he doesn't have any condition reflexes about it. He recognizes before he starts out that he is going to be weightless so he really gets pretty well detached from his usual ways of thinking. At any rate he has been able to demonstrate that we do have now enough knowledge, we do have enough language to communicate with each other, we do have enough organized technique to be able to get somewhere. We can not look upon the moon shoot in any other way than it is a demonstration that man does have the ability to organize himself to do some things very intelligently. This is about the time when we are beginning to break out of the egg.

I would also like to give you more self experiencing when I talked about the difference between theory and the way we feel and reflex. The first job that I ever had well before World

War I, all the men that I worked with were very skilled mechanics. They were full of wisdom but their vocabularies were fantastically limited. They had about 100 words, and of those 100 words over 50% were blasphemous or obscene. I heard people talking about things getting very bad these days but everything was horse manure in those days, there were approximately no bathrooms and everybody was very smelly. The smells were awful everywhere and men in order to offset the smells chewed tobacco and so the kind of carpeting you see here would have been absolutely impossible because these men were continually spitting tobacco and it would have been a mess in no time at all. They did have spittoons but they didn't use them very often. These men with the limited vocabulary used a very colorful language and full of wisdom but no way to communicate and knew practically nothing about other human beings around the world. They knew their own town, their own people. I was born in 1895 and that was the year the automobile was invented and I was seven years old in Boston when the first automobile came to town. I was nine years old when man was able to fly and I was 14 when he went to the North Pole and was 16 when he went to the South Pole. There are things that are very recent but seem obvious to you. They have not been in our conditioned reflexes to really include them for very long and I find very extraordinary how rapidly once something has happened he said I knew that all the time, that's the way it always was. He changes what he calls natural and always was and always will be very very rapidly.

So I can go back then to when suddenly in my town as I grew up there were two people who were considered with intellectual capability, in fact at the school I went to, Milton Academy, there were seven Milwaukeeans there, so it was small enough for Milwaukee to go there. At any rate, there were two people in town who had been to Europe and they had to give a lecture about it every year. When I was seven my father went to South America, it took exactly two months to get to South America the fastest way you could go. Rudyard Kipling has in his Just So Stories "I'd like to go to Rio sometime before I'm old" and there was the *Dawn* and the *Magdalena*, the two ships that went but you had to go to England to get those ships and he did go down in the *Dawn* and come back in the *Magdalena*. Two months to get to South America. The average going to Europe took a month and if you were going to Asia it was almost forever. All these things are changed in our day but the point is I am still healthy enough to stand up here and I've lived through that kind of a change. Going back to those earliest men that I worked with, when I came with the Academy vocabulary to work with them, and later with the Harvard vocabulary, my vocabulary was so different from the way they talked that they were sure that I was a sex deviate. Experimental evidence told me that I wasn't and I didn't want to be misidentified so I realized that I couldn't teach all those people my kind of language so the easiest thing to do was to talk their language. So I did. I became very colorful in my language also — so no longer was I confused in their minds as to what I was. I learned to be a good mechanic and after I adopted their language it was very easy for me to use it.

By 1927 World War I had occurred and it was a different world altogether. In 1927 there were circumstances in my life which made it very important for me to really reorganize my life to try to see if I couldn't turn it to higher advantage, to turn it to advantage of others instead of just trying to be a baby and just learning taking in and I decided words that

people use so readily, that words are fantastic tools but they also could be very treacherous to use and that men could get caught in the pattern very quickly, cliches built up, these slang expressions, the smart statement made it very easy for people to damage other people, not meaning to, misinform them, and to get them to behave in various ways. These tools are so powerful I really would like to understand them better. In fact I have learned to say all kinds of things. I just reflexively go into those cliches. I gave myself a word moratorium and decided I would not use words until I began to have a realization of what they would do. I had really learned to become a good mechanic and I didn't try to pound things with a wrench, didn't use that for a hammer any more. I wanted to use the right words in the right way and so I gave myself this word moratorium. Just to give you a little idea of the way I began to feel about those words, everyone of us has experience which tells us how difficult it is for human beings to agree about something and particularly if it is something very fundamental. Now there are dictionaries with a hundred thousand words, but men agreed with one another or with their professional associates that there are one hundred thousand new experiences that need to be differentiated one from the other. They have enough experience on our universe to be able to talk about those different aspects of the universe and they have agreed on one hundred thousand words as being the right words for those special experiences. It is a very extraordinary kind of memorial of agreement. I think there is no memorial that impresses me so much as the dictionary of what man has been able to agree on those tools of communication. Having felt

Continued on page 26)



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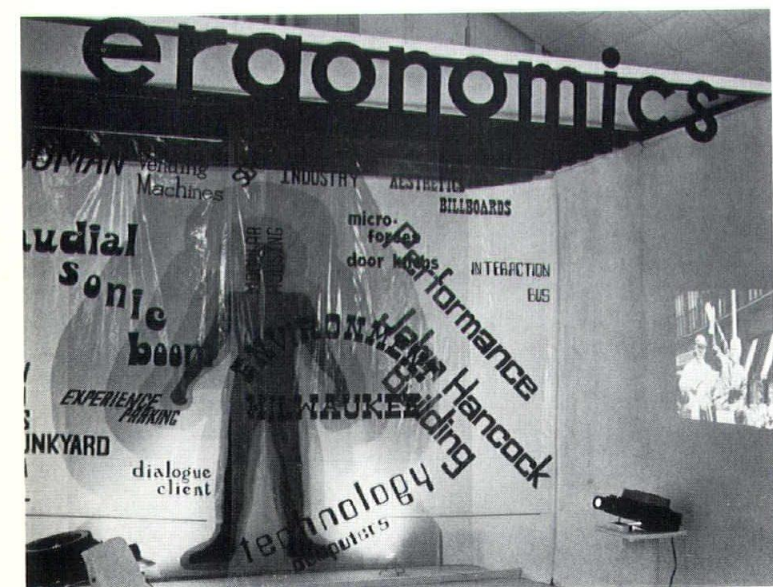
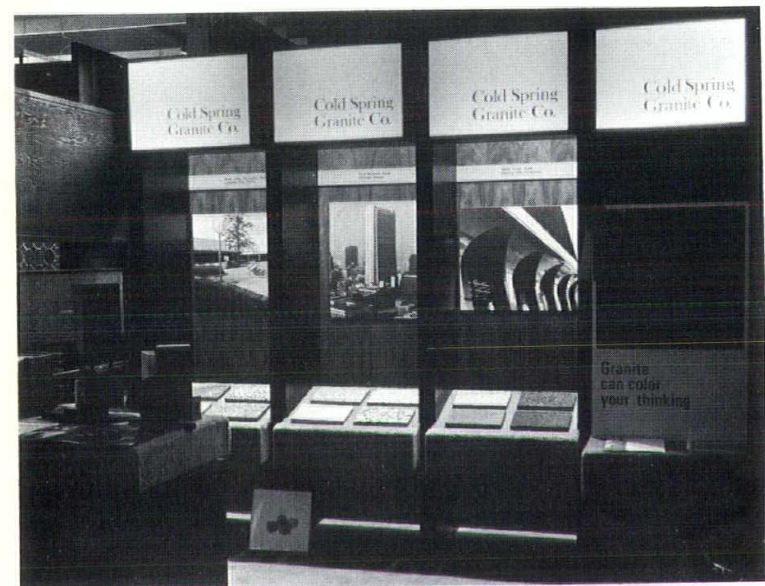
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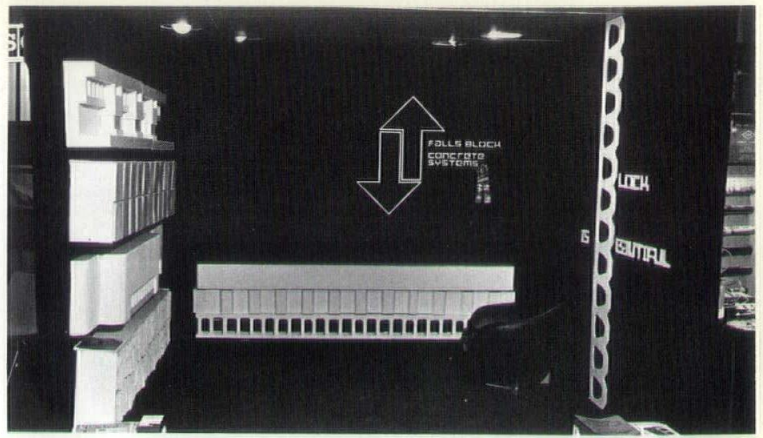
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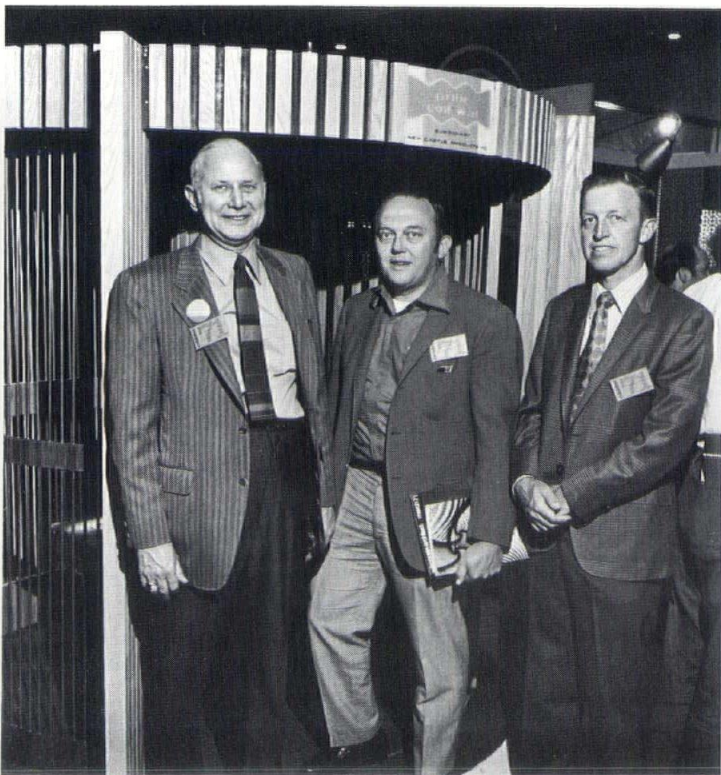
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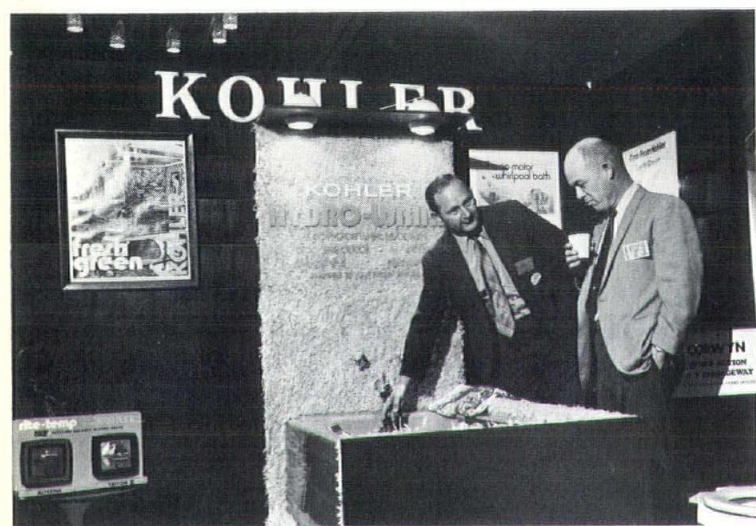
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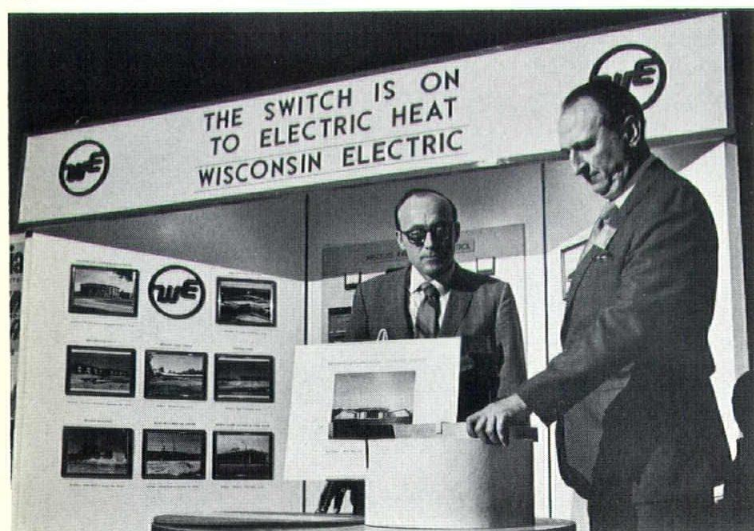
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From left to right:

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D) Arwin Builders' Specialties Inc.—Dick Knothe, Bob Burbidge, Mort Armour, Bob Klau, and Norm Armour

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C)



D)



E)

wisconsin architect/june, 1971

F) Butler Tile Sales, Inc.—Ed Osborne, Fran Osborne and Wally Lenz

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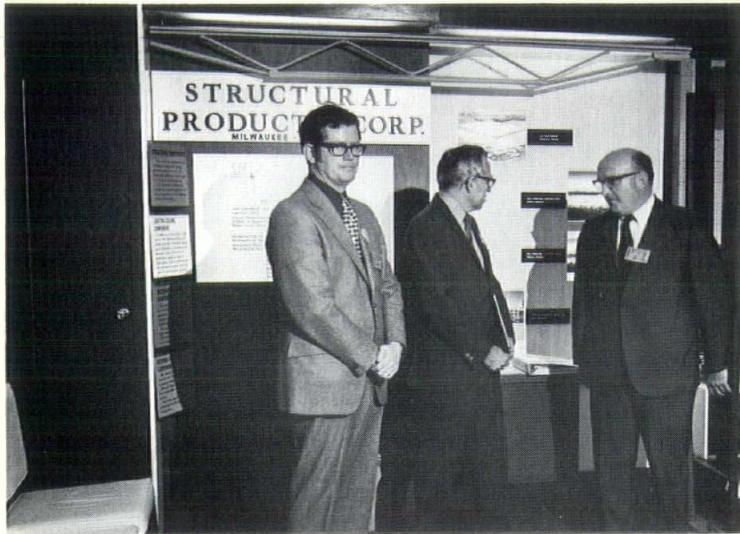


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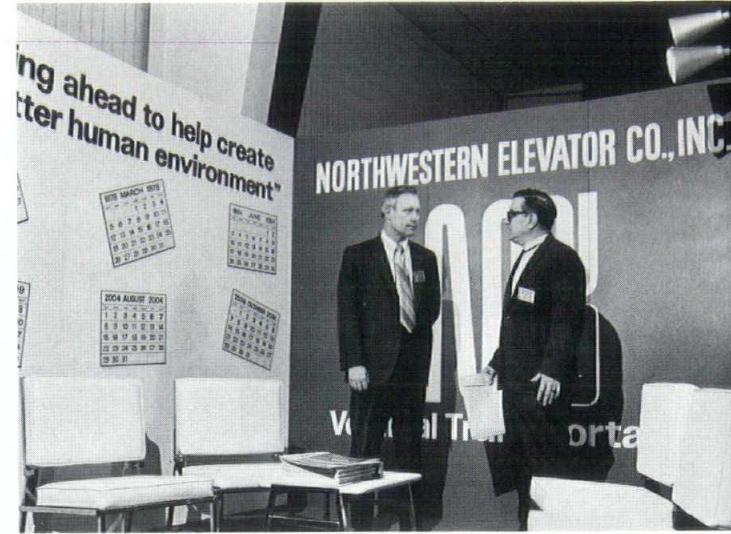
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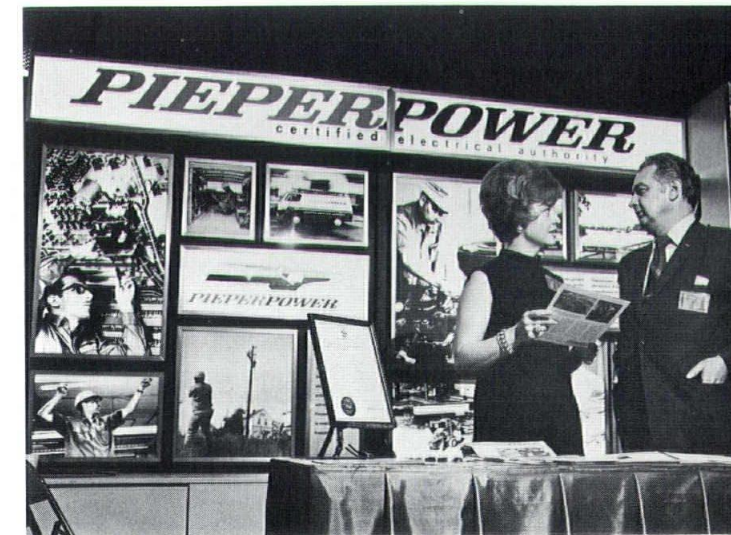
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(Continued from page 19)

that way about the words and deciding that I would stop using them until I had a little more appreciation of what they mean when you employ them. Among other things I obviously said that blasphemy and obscenity is a very poor use of words. I am continually asking various mythical gods to appear when I don't really want them at all and I am suggesting people carry on sex actions that are absolutely impossible, even with grandmothers who no longer exist and things like that, those kind of expressions. I said there must be better ways to say what you need to say. So I decided I wouldn't ever again use those words that way. I didn't make a moral decision that I don't like obscenity and profanity, I simply said this is a very inadequate way of communicating, therefore, I am just not going to allow myself ever again to talk that way.

I've got to think it through and use the right words. Incidentally, I never prepare any lectures the way I'm doing with you in thinking my way along, and if I even hear myself starting to say something the way I've said it before, I check myself and really have to think it through again. I must be thinking my way along.

Now I've been describing the experience I have had, the same experience many times but I must think it through again. Now having then resolved that I can say things in a better way, therefore, I would be very displeased with myself if I heard myself using profanity or obscenity again, and I am talking to you now about this conditioned reflex and there is no question how vigorously I resolved, that is 43 years ago, almost half a century. I still drive cars and I'd be sure to come around and buy automobiles, at least I had so called title to them, it was time payments, etc. I don't really own them. I was theoretically responsible for it as the owner. I began to leave my cars at airports and never would come back to them. I'd have agents sell them for me and now if we do really buy cars I buy one, two or three times a week from Hertz, it happens to be most handy and I have this nice new car and they take care of all the licensing and the insurance. When they sell me a car they always put in bad parts so I be sure to come around and buy some service and when they own the car they put in the good parts, so it

turns out to be much more satisfactory. At any rate, I still keep driving and I am going along the city street on Sunday, somebody comes out of the alley too fast and seems to be irresponsible and I have to make adjustments for it so I don't have an accident. And as that occurs I say "Jesus Christ" and I don't mean to say it at all. When I am caught by surprise out comes this blasphemy. All I am saying that for is for 43 years I have thought this out not to use those words and then when the critical moment occurs this is how we behave. I am simply saying this about all our society when it comes to having theory, yes, we have a round planet and the earth is revolving and all those things, but the way we behave, those critical moments, goes back to our senses, so I am simply saying to you we are half a millenium out of gear with our knowledge and this is a very critical condition.

There is a whole lot to do. The young intuitively last night started dancing around using some of that obscenity. The kids were not really meaning to use it, they were not actually talking about a sex suggestion

they were using those words that are shocking because we really are vulnerable. Our society is very very vulnerable. We are very close to not making it. I say we have been given this enormous cushion of resource by virtue by which we really can learn by trial and error but we tend to stop and say, "We have got it now, we are satisfactory now, we will freeze on, and don't let more change go on." And yet we haven't got to the point really where people have learned what their function on this universe is. We are just imposters. We are saying it is great inside the egg here, we are going to refuse to break the egg and the kids are pecking at the eggshell, they are breaking the eggshell, as we can't stay in there, there is no more nutriment, and we will rot, die very rapidly. I thought the opening last night was very great and the kids were doing what they did very well because it is very fundamental, the sense of skepticism and intuitive doubt. You don't know what you ought to do but what is going on feels wrong, feels inadequate and there is real apprehension in this. It is not a really

(Continued on page 28)

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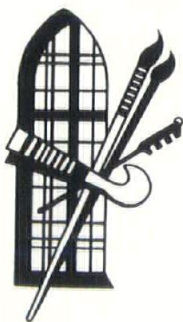
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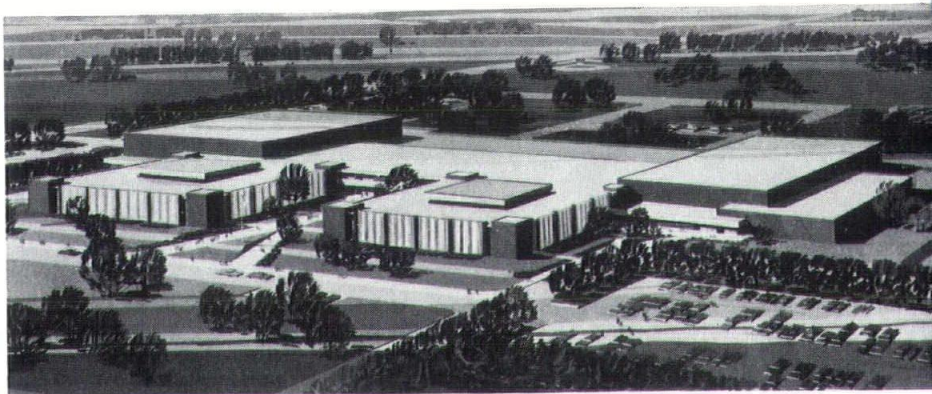
fearful apprehension incidentally. They don't have much fear, they just feel wrong, because it is feeling wrong rather than a fair thing they are more articulate.

So, I think that this could happen, that your kids in your community could put on that show with the grown-ups, that it could go that way, it was a very important moment. The young world could be putting the old world on notice and do so with impunity. And the old world would be shocked for sure and I hope they were terribly shocked, because we need a very great shock, I am afraid, to try to get our senses and our knowledge in gear. My first visits to Milwaukee go back very close to the time of World War I and I have been here a number of times and meantime I have gone to a lot of places around the world. The times that I have come to Milwaukee I have tended to feel that there is an intellectual courage here, there is a tendency to be well informed technically, there is a tendency to break through in Milwaukee. Certainly in America, Milwaukee was the first place where Socialism was considered in a dignified way. To the rest of America where Socialism was, it was literally a dirty word, it was looked upon as stinking askance, a horrid way of looking at things. Anyway, Milwaukee was able to think about Socialism, think about it out loud in a dignified way. I give you that as an indication, I don't think anyone in this room is old enough to remember what I am saying, but I am. But it is one of those very interesting facts. Milwaukee has an open mind, I will say that and has a tendency to wish to be logical. Therefore, that we are having a meeting and having it with the architects I find to have great significance and I am going to do my best to keep developing that realization which may be, as I said, a real breakpoint and we could start breaking through, we could start breaking through very efficiently with the human dignity with a new sense of responsibility and actually take initiative in those directions. I am going to make a side remark for a moment. I find it very interesting that through the years of thinking out loud, the way I am thinking out loud with you, at first I used to bring a lot of experimental models of things that I used myself in getting information and I used to bring whole trailer loads of models and anybody here who does

know me and remembers those early years when I would be coming around with a trailer load of models I would use those all the time as props, then I would take photographs of those models and would use slides of them for a long time. The one thing that interests me in the last year or so, particularly in this last year, I have learned to think out loud and to take the trouble to describe our experiences in such a way, rarely using blackboards or slides or models, and I think I am really doing better because if I give you a slide, a prop, it sort of amuses you, you treat it as a picture in quite a different way from the way you will do what you are doing with me because of my thinking out loud,

the rate at which I can think is the rate at which you can think and I am very deeply aware of a human being's eyes and the two of us can meet on the street and say "do you have time to talk now" and you say "yes, I do" we have a chance to really update ourselves because every one of us is going through so many experiences. Just today the morning's news really colors the others things I have been thinking about before so as we meet there is something fresh to be talked about and I learn then that I can have conversation with a whole lot of people and I do it through their eyes, they let me feel very strongly whether I am talking about what we ought to be talking about. *(To be continued)*

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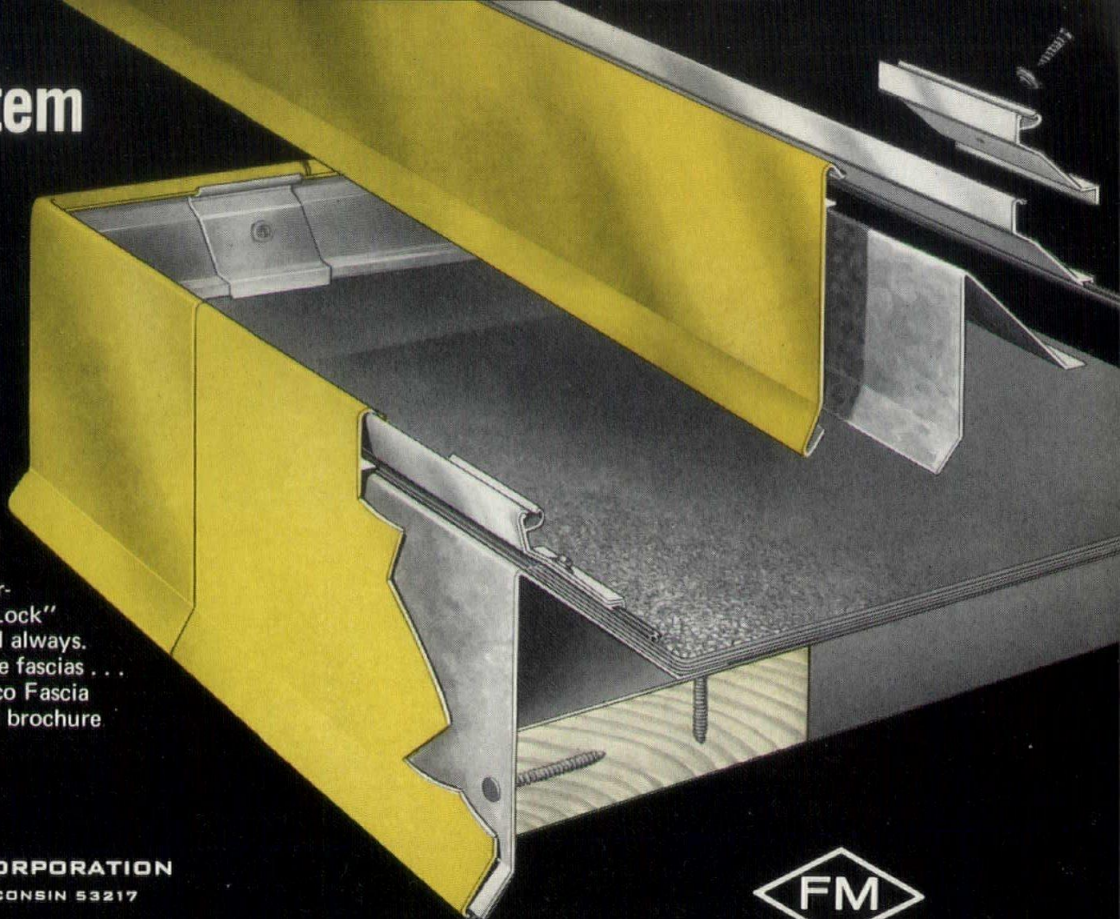
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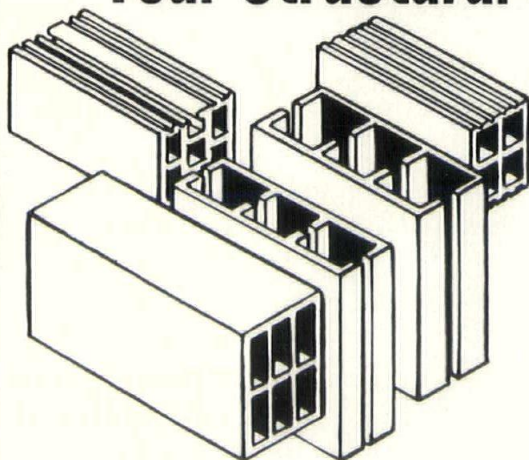


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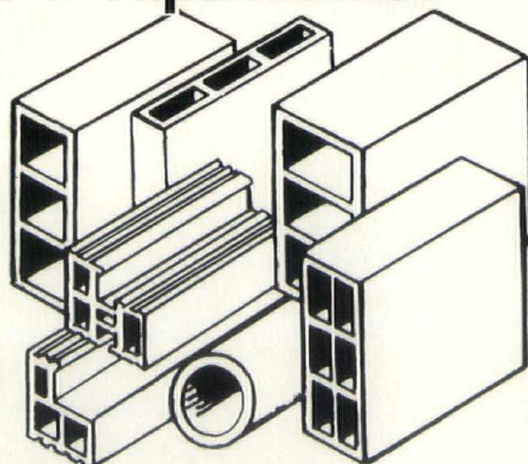
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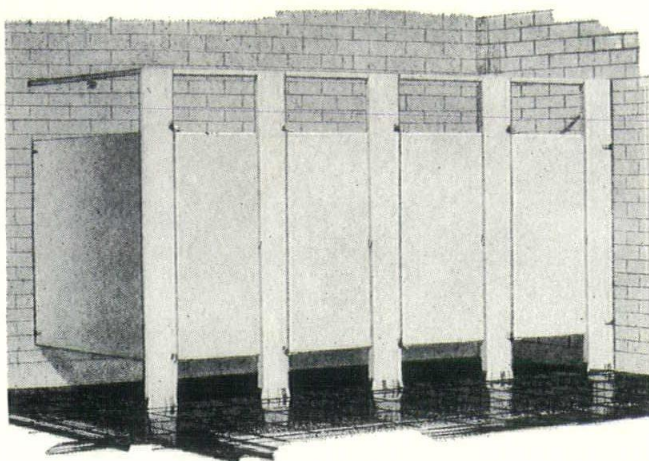
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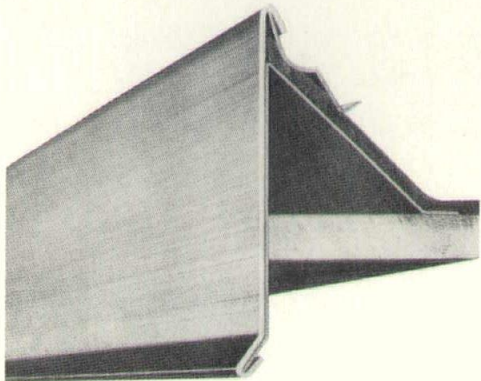
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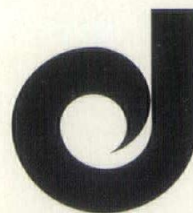
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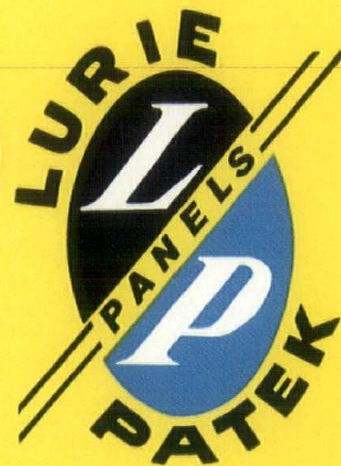


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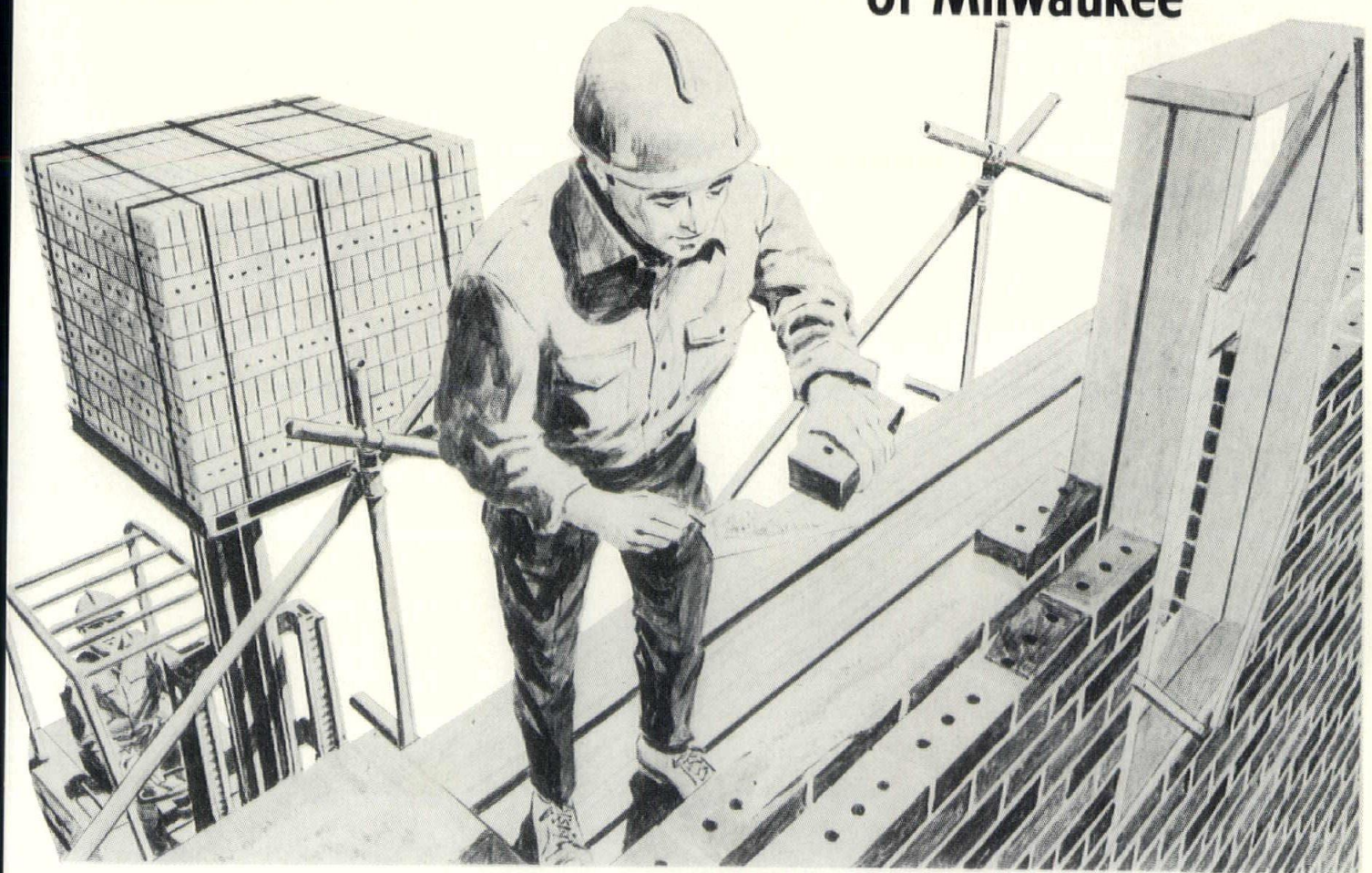
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In an age of moonflights and mass production, bricklayers are still building masonry walls, piece by piece. Each year the bricklayers' skilled hands construct hundreds of thousands of homes, schools, hospitals, and high-rise buildings.

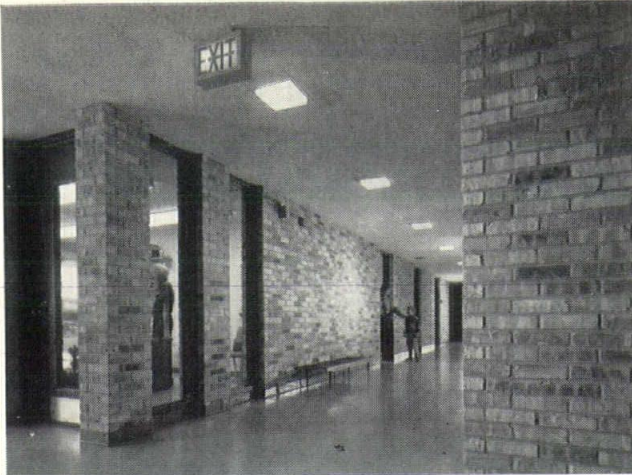
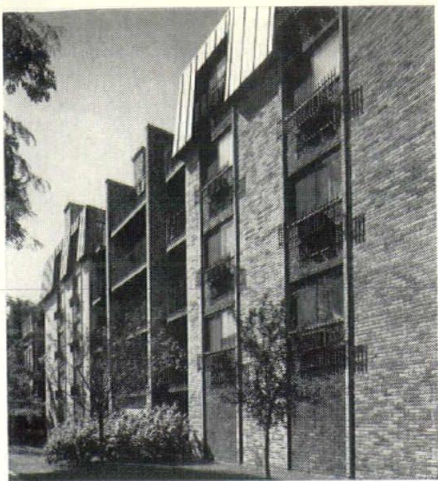
Why? The answer is really quite simple. Masonry walls look better and cost less—often more than 50% less—than similar walls of metal, glass, or concrete. And they keep on saving money—brick walls reduce heating and cooling expenses and are far less expensive to maintain.

Popular preference and economy—these are the reasons why brick walls are still around, and why the bricklayer is still around, too.

The Mason Contractors Association of Milwaukee



INTERNATIONAL MASONRY INSTITUTE



Spandrel panels of I B London Fog brick enhance large expanses of Hand Molded Colonials in this apartment.

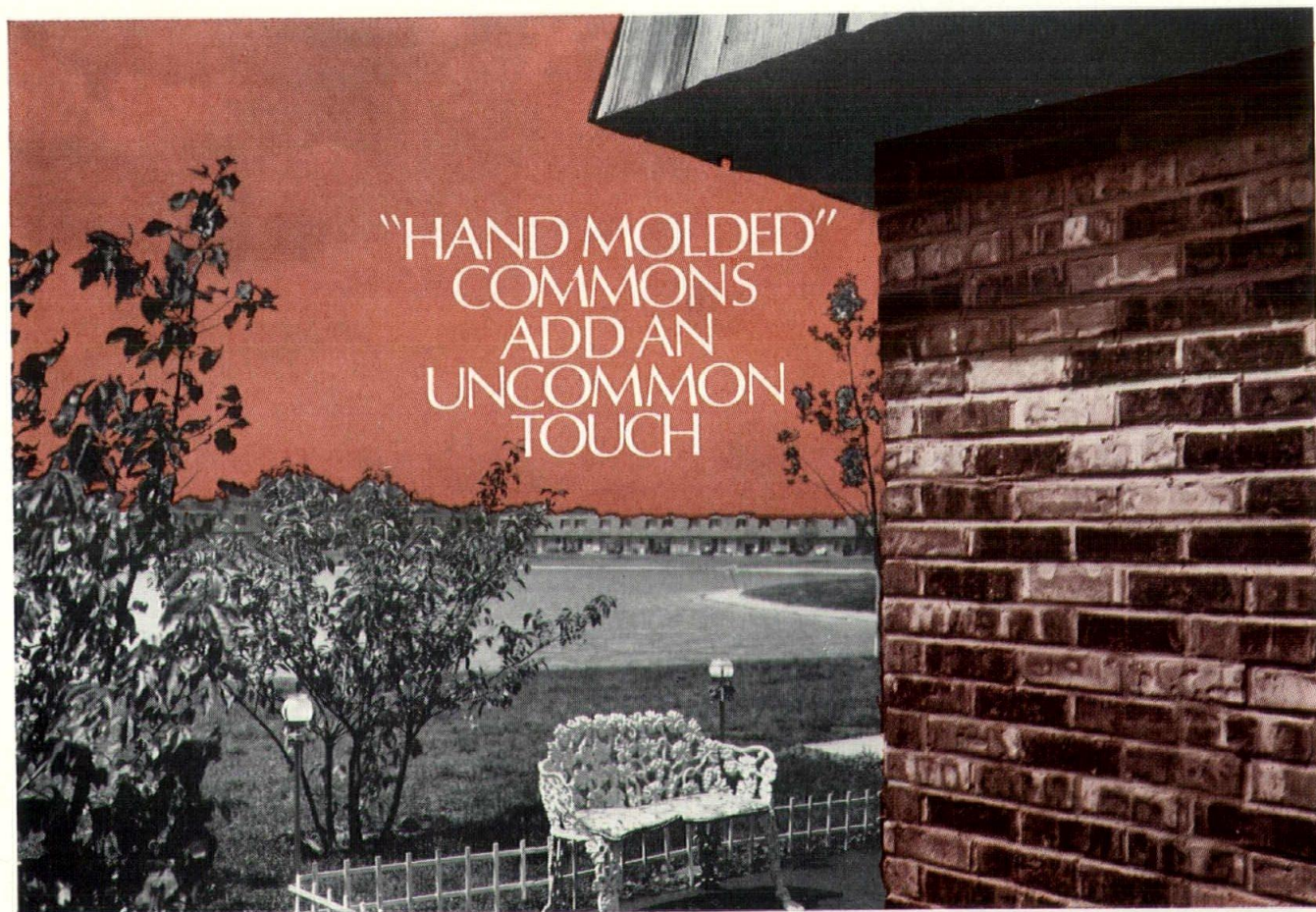
Mellowness and warmth are carried indoors in this school building.

Warm earth colors and sculptured textures characterize "Architectural Commons" by Illinois Brick. Architects find its roseate hues and molded face blend beautifully with such design features as the mansard roofs in the row

houses shown — provides a pleasing complement to parklike landscaping.

Perhaps I B Architectural Brick can give your next project an "uncommon" touch. Illinois Brick offers fast service on a wide range of brick types and

colors to meet your most exacting specifications—and schedules. Other popular brick styles include Lincoln Homespun, Cloister Black, Smooth Buff and many others. Call or write for more information.



Brick colors and molded texture increase visual interest in this bright natural setting.



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the dramatic entrance with fluted block

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■ Charles Harper & Associates, Architect.



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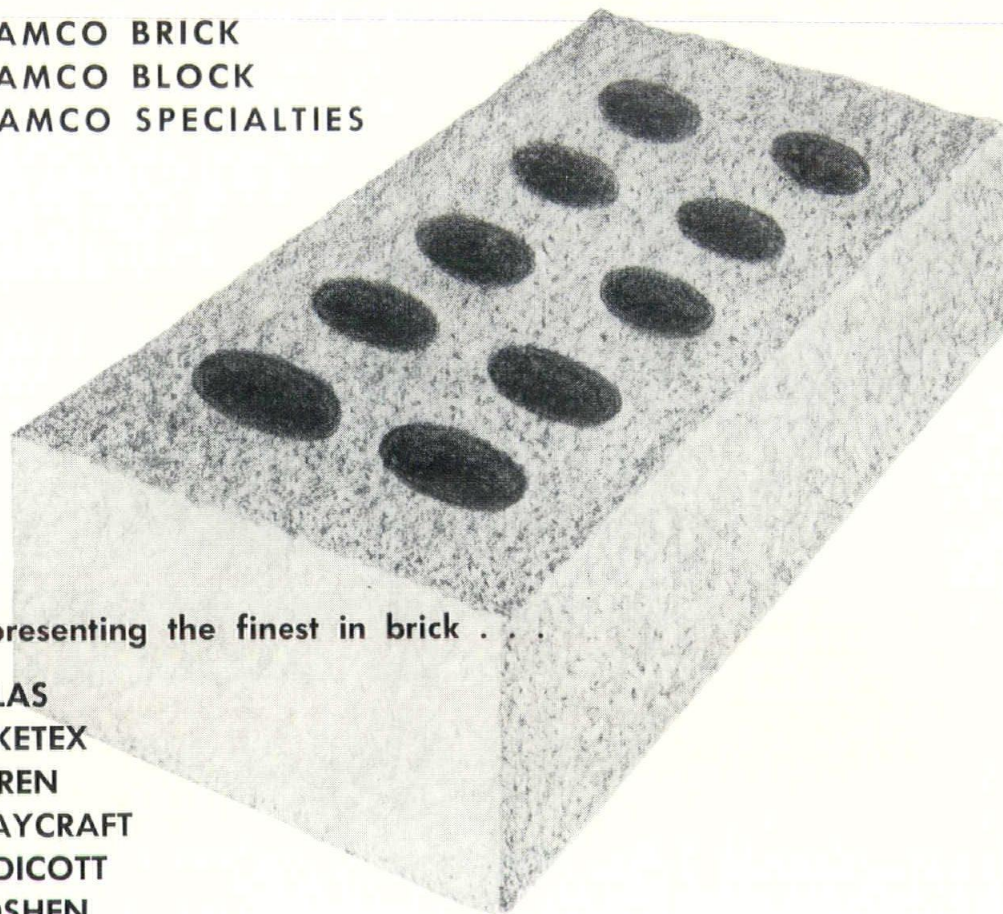
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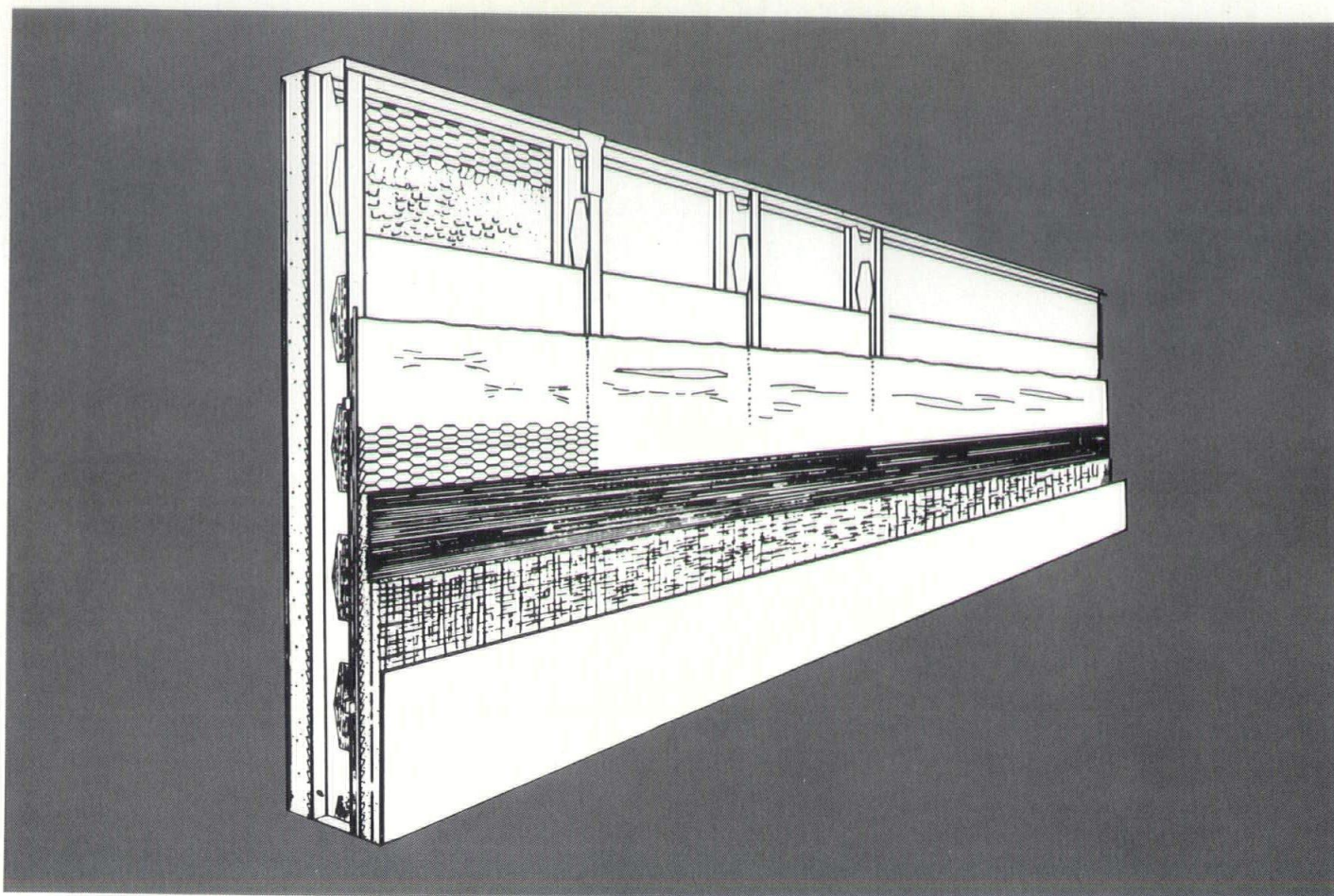
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